

marketing request form

|  |  |
| --- | --- |
| **Date** | Date |
| Name | Name | Department | Department |
| Email | Email | Approved by | Approved by |
| Employee ID | Employee ID | Purpose | Purpose |

### Item Requested (Check appropriate box(es) below:

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| --- | --- | --- | --- |
| [ ]  Email Blast | [ ]  Social Media Post | [ ]  PDF  | [ ]  Web Banner  |
| [ ]  Web Landing Page | [ ]  Catalog/Booklet | [ ]  Product/Mkt Slick | [ ]  Tradeshow Ad |
| [ ]  **Tradeshow Banner** | [ ]  **Packaging**  | [ ]  **Printing**  | [ ]  **Flyer/Poster** |
| [ ]  **Demand Generation Campaign** | [ ]  **Other: Click or tap here to enter text.** |  |  |

**Note: If requesting a Press Release, please use press release form not this form.**

### Verticals/Companies:

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| [ ]  BIZ (BUSINESS)  | [ ]  COM (COMMUNITY  | [ ]  CON (CONSUMER)  | [ ] ECOMM (ECOMMERCE)  |
| [ ]  EDU (EDUCATION)  | [ ]  GOV (GOV’T)  | [ ]  HI (DISTR. TRANS)  | [ ]  HI (POWER TRANS |
| [ ]  HLP (LIGHTING) | [ ]  MED (MEDICAL) | [ ]  PR (PRESS RELEASE)  | [ ]  RES (RESOURCE) )  |
| [ ]  WCS (WH.SALE CON.)  | [ ]  OTHER:  |  |  |

### Products:

IS THIS PRODUCT ALREADY ON OUR WEBSITE? [ ]  YES [ ]  NO

IF YES, PROVIDE URL: Click or tap here to enter text.

[ ]  NAME OF PRODUCT: Click or tap here to enter text.

PRODUCT CATEGORY:

|  |  |  |  |
| --- | --- | --- | --- |
| [ ]  Computing<br> SolutionsCOMPUTING  | [ ]  Audiovisual<br>SolutionsAUDIO VISUAL  | [ ]  Network<br>SolutionsNETWORK SERVICES  | [ ]  Virtualization<br>Simulation VIRTUAL SIMS  |
| [ ]  Physical<br>Security PHYS SECURITY | [ ]  Kiosk &<br>Digital Signage KIOSK/DIG SIGN | [ ]  Software<br>Solutions SWARE SOLUTIONS | [ ]  Professional<br>Services PRO SERVICES |
| [ ]  Everyday Accessories ACCESSORIES | [ ]  Vehicle<br>Solutions VEHICLE SOL | [ ]  Point-of-Care<br>SolutionsPOC SOLUTIONS | [ ]  Telehealth<br>Solutions TELEHEALTH |
| [ ]  Pro. Development<br> Teaching & Learning PRO DEV/TEACHING/LEARNING | [ ]  OTHER: |

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| PRODUCT DETAILS: |

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| PRODUCT SPECS:   |  |  |
| PRODUCT FEATURES/BENEFITS:  Promotion Features and Details:Explanation of Promotion:MSRP: Click or tap here to enter text. Special Price: Click or tap here to enter text. Discount: Click or tap here to enter text. Quote No: Click or tap here to enter text.Vendor Contact (For Images): Click or tap here to enter text.Target Audience: Click or tap here to enter text.Proposed Message or Pitch:Call to Action for Message: [ ]  Link Product to Web [ ]  Link to PDF [ ]  Call to Buy [ ]  Other: Click or tap here to enter text.Approvals:Department Approval:Manager Name: Click or tap here to enter text. Date: Click or tap to enter a date.

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Manager Signature: Marketing Approval:Marketing Name: Click or tap here to enter text. Date: Click or tap to enter a date.

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Marketing Signature:Executive Approval:VP Name: Click or tap here to enter text. Date: Click or tap to enter a date.

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VP Signature:  |  |  |

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